United Press International
May 17, 1967

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(CIGARETTES)

BUFFALO, N.Y.--A LEADING CANCER RESEARCHER TODAY CHARGED THE CIGARETTE INDUSTRY'S BIG FIVE WITH ISSUING A "FALSE AND LIBELOUS" NEWS RELEASE ATTACKING RECENT STUDIES THAT FOUND SOME FILTER CIGARETTES WERE AT LEAST AS HAZARDOUS AS NON-FILTER BRANDS.

DR. GEORGE E. MOORE, DIRECTOR OF ROSWELL PARK MEMORIAL INSTITUTE, SAID THE TOBACCO INDUSTRY WAS TRYING TO "CONFUSE AND MISLEAD THE PUBLIC CONCERNING THE HEALTH HAZARDS OF CIGARETTES.

HE SAID THE INDUSTRY ALSO WAS ATTEMPTING TO "HAMPER AND DELAY PUBLIC HEALTH EFFORTS TO EDUCATE THE PUBLIC CONCERNING THESE HAZARDS.

MOORE'S REMARKS WERE CONTAINED IN A LETTER TO PAUL RAND DIXON, CHAIRMAN OF THE FEDERAL TRADE COMMISSION (FTC).

THE LETTER WAS IN REPLY TO A CHARGE ISSUED MAY 9 BY THE TOBACCO INDUSTRY THAT THE ROSWELL PARK STUDY WAS "DECPTIVE, DISTORTED AND UNRELIABLE."

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CIGARETTES

WASHINGTON (AP)-SEN. WARREN G. MAGNUSON, D-WASH., INTRODUCED A BILL TODAY TO REQUIRE THAT TAR AND ICOTINE CONTENT BE DISCLOSED ON CIGARETTE PACKAGES AND IN CIGARETTE ADVERTISING.

IF LARGE NUMBERS OF SMOKERS WILL NOT RESPOND TO ANTI-SMOKING CAMPAIGNS, HE SAID, "THEY MAY BE HELPED CONSIDERABLY IF THEY CAN BE INDUCED TO SWITCH TO A LOW TAR AND NICOTINE CIGARETTE."

MAGNUSON, CHAIRMAN OF THE SENATE COMMERCE COMMITTEE, WAS JOINED BY SENS. ROBERT F. KENNEDY, D-NY., AND FRANK E. MOSS, D-UTAH, IN OFFERING THE BILL. MAGNUSON INTRODUCED A SIMILAR MEASURE IN THE LAST CONGRESS.

IN HIS STATEMENT, MAGNUSON SAID THE FEDERAL TRADE COMMISSION NOW HAS OPENED A SPECIAL LABORATORY TO TEST TAR AND NICOTINE CONTENT AND HAD AGREED TO TRANSMIT QUARTERLY REPORTS TO CONGRESS THROUGH HIS COMMITTEE.

"SOON WE SHOULD RECEIVE THE FIRST OF THESE REPORTS COMPARING THE QUANTITY OF TAR AND NICOTINE IN THE DIFFERENT BRANDS OF CIGARETTES, AND WE SHALL ATTEMPT TO GIVE THESE REPORTS VERY WIDE EXPOSURE," HE SAID.

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